

CG-CC-0207

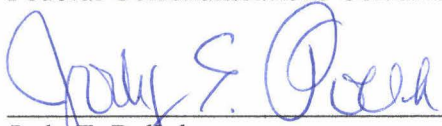
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JUL -2 2012

FCC Mail Room

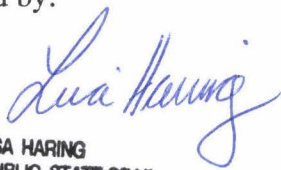
## AFFIDAVIT

I, Jody E. Pollok, hereby attest that the information I have provided in this request for exemption for closed captioning for the Michigan Farm and Garden Show from the Federal Communications Commission is true and accurate.

  
\_\_\_\_\_  
Jody E. Pollok

  
\_\_\_\_\_  
Date

Notarized by:

  
LISA HARING  
NOTARY PUBLIC, STATE OF MI  
COUNTY OF GENESEE  
MY COMMISSION EXPIRES Oct 23, 2013  
ACTING IN COUNTY OF Shiawassee

JUL -2 2012

Federal Communications Commission:

FCC Mail Room

My name is Jody Pollok and I am writing on behalf of the Michigan Farm and Garden television show case identifier: CGB-CC-0207, requesting an exemption from the closed captioning rules. Compliance with the rules will result in an undue burden which will most likely mean the dissolution of the Michigan Farm and Garden Show.

The Michigan Farm and Garden show is an educational program aired in Michigan for the non-agricultural public to create awareness of the importance of agriculture. The show is funded by some of the state's non profit agricultural organizations. The funding received by the show for 2005 totaled \$60,380, which was when this exemption was originally filed and in 2011 support was \$64,400. The funds received for the show primarily are used for purchasing air time and also production costs and tape distribution for about \$60,000. There are additional miscellaneous expenses each year including the website, food for the weekly recipe, the quarterly recipe mailing to viewers, and copies of shows provided to viewers and interviewees. There are no staff costs associated with the tv show, as my husband and I volunteer all of our time spent working on the show and related items such as most of the food for the recipes, miscellaneous costs and our mileage, as we are not reimbursed for our travel.

You may ask why someone would do this. I grew up on a farm and work in agriculture and thus have a love for the topic. As consumers get further away from the farm, they do not understand what happens on the family farm and what it means to our economy. If you look at Michigan, we have had a very tough time of things economically. Agriculture has been a strong industry and is a shining light for our state. I feel it is essential to share the story of agriculture with the citizens of Michigan and the best way to do that is through the Michigan Farm and Garden show.

In addition to the show, I do have a 50 hour per week job for an ag trade organization and I am only able to devote evenings and weekends from my home, for working on the show. We usually tape two shows every other week at a local television station. We do not utilize reruns as we have a 52 show schedule per year.

This year hold a threat of severe budget reductions from other sponsors based on the weather and the large crop losses in Michigan. With these reductions, we will be working with the stations airing Michigan Farm and Garden to see if there are any less expensive airtime options. If there are not, we may be airing on fewer stations until we can secure additional funding.

After the last exemption was granted, closed captioning was added as a sponsor option. I have not been able to get sponsorship for it. I have tried adding additional sponsors, but have had very little success. Many watch and support the show through guest ideas, but that is much different than providing financial support. Michigan has several non profit commodity organizations, but many of them are very small and have very small budgets that do not afford them to do much advertising or promotion. I have also tried our state department of agriculture and Michigan State University's College of Ag and Extension service, but due to the state's economic hardship, they have all faced budget cuts and staff lay offs, so they have been unable to help, as well.

I have discussed the situation with WSYM TV, Fox 47, which is the station that tapes and produces the show. The bid for closed captioning is \$250 to \$300 per week, which would be an undue financial burden. The production costs for the show are \$200 per week, and an additional \$100 per week for distribution. The total per year for production and distribution is \$15,600. The airing costs of the show range from \$100 per week for Northern Michigan stations to \$350 per week for the Lansing station to \$400 per week for a Kalamazoo station. The weekly total spent on airing the show on 7 stations across the state is \$850 which is a yearly total spent on airtime of \$44,200 for a grand total of \$59,800. When you add tape costs, you are over the \$60,000 mark. If the closed captioning were to average \$275 per week, it would cost an additional \$14,300 to produce the show. An additional cost of \$14,300 is very significant when dealing with an entire budget of \$64,000. It would add close to another quarter of the budget, which would not be economically feasible.

As you can see, if Michigan Farm and Garden is forced to comply with the closed captioning rules, we would have to reduce the stations the show is aired on, which would result in the loss of sponsorship and I feel, ultimately, the show would be discontinued. The program was begun over 25 years ago as a public service tool to educate the non agricultural public about where their food comes from, what agriculture is, and how to use the agricultural bounty of our state when they cook or bake. Unfortunately, the show does not have the financial wherewithal to come up with an additional \$250 to \$300 per week in added revenue to support the closed captioning compliance at this time. We will be struggling to remain status quo for the next year, given our crop challenges.

Because the program is filmed and aired locally, I am not sure how many hours per week closed captioning would add to the production time of the show. I know that since I do my work on the show from my home and in my spare time, it will definitely cause time restrictions. No additional time can be taken from my current job to further subsidize the show, without added hardship or even since I am in a new job this year, it could mean termination.

Please consider my request for a continued exemption for the Michigan Farm and Garden Show. My husband and I have subsidized the show through our time, efforts and at times, financially at year end to get the bills paid and keep it going, but we are unable to subsidize it further by providing for the closed captioning. If you need further information, please do not hesitate to contact me at 517-490-0280. Thank you for your time and consideration.

Sincerely,



Jody E. Pollok  
Michigan Farm and Garden Producer and Host

**Michigan Farm and Garden  
Profit & Loss**

	<u>Jan '11 - Dec '11</u>
<b>Expense</b>	
<b>Production</b>	
Taping, dubbing, mailing	15,600.00
Airtime	44,200.00
Master tapes	332.94
<b>Total Production Expenses</b>	<u>60,132.94</u>
<b>Website/Email</b>	<u>537.70</u>
<b>Office Expense</b>	
Postage-all	522.39
Other	774.59
<b>Total Office Expense</b>	<u>1,296.98</u>
<b>Recipe-Related Expense</b>	152.51
<b>Other</b>	
Loan	<u>5,520.00</u>
<b>Total Expense</b>	<u><u>67,640.13</u></u>
<b>Income</b>	<b>64,400.00</b>
<b>Net Income</b>	<b>-3,240.13</b>